

4 students' project earns them each \$1K

Austin Enns | COLLEGIAN

Four students from the business department won \$1,000 scholarships for a strategic proposal they designed for Target.

Last semester, business strategy classes spent the semester developing strategic proposals for the company's home goods department.

"We had to propose something for Target to implement to increase sales and come out on top of their competition," said Sarah Kuhlmann, senior in marketing and management.

Kuhlmann, one of the team members of the winning group, along with Carson Coffman, senior in marketing; Nate Kohake, senior in finance; and Katrina Cotter, senior in marketing, proposed selling Behr paint.

Target was looking for a viable proposal. Kuhlmann said Behr had the right quality and was also cheap enough to compete with other stores. Colors for the paint would match products that Target currently sells in the home goods department.

"We picked paint because Target does a really good job in their home decor department," Kohake said.

The proposal was worth a test grade, but the quantity of work the students needed to put into the project took a large amount of time. Coffman said the group had weekly meetings, but, as the strategic proposal slowly reached its conclusion, meeting frequency increased.

The project required detail, and the group had to do an entire financial analysis of its proposal. The students picked 10 test cities where home building was high. Then they determined how much it would cost to pay for employees, paint and shipping of the paint.

Marne Arthaud-Day, assistant professor in management, also suggested Web sites that would help the group conduct market research on its product.

Since there were about 80 people competing for these scholarships, the different groups had to come up with ideas that would give them an edge.

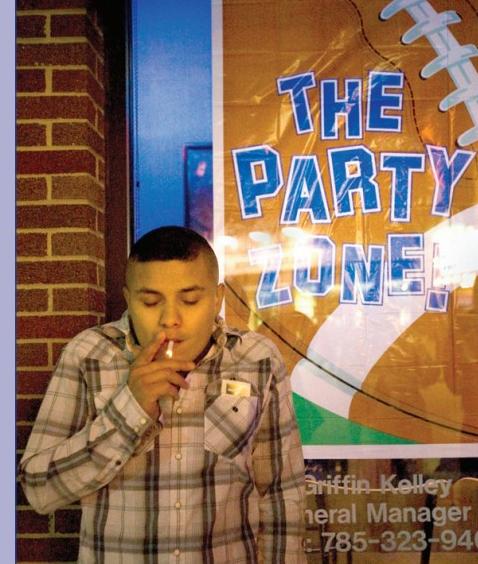
The winning group created a logo for the paint department by coloring the white part of the Target bull's-eye with rainbow colors and making the inside dot look like a red version of Earth. Underneath the logo, Target's slogan was amended to become, "Expect more, pay less, color your world."

To advance in the competition, groups first had to present to their professor and several graduate students. The winning group wore red and white clothing, and put its logo on paintbrushes that the students gave to the judges.

The "color your world" group was picked along with four other finalists to present to Target executives, and the group won, although Target has no plans to implement the idea.

"I think we just knew a lot about the company; I think that's what they liked," Coffman said. "That's what they told us, that we really knew and had researched Target."

Game On



Photos by Chelsy Lueth | COLLEGIAN
Top: Cheering after a play in the third quarter, Erik Esperza (left) and Jason Fennell, burst forth with joy at Buffalo Wild Wings after the Saints made a touch down. Above: John Swanson, sophomore in political science, and his girlfriend, Jena Wedman, junior in family studies and family services, laugh at an advertisement in Goodnow Hall during the Super Bowl. Right: While outside of Buffalo Wild Wings, Joshua Aldert, of Junction City, smokes during the beginning of the halftime show.

Super Bowl parties bring people together

Corene Brisendine | COLLEGIAN

Friends, families, strangers and classmates gathered around TV sets to watch the Super Bowl throughout Manhattan Sunday night.

Goodnow Hall hosted its annual Super Bowl party on the second, fourth and fifth floors. The aroma of pizza, homemade chili pie and smoked sausages filled the air on the second floor.

"Sixteen pizzas gone in 10 minutes," said Matt Wagner, Hall Governing Board service coordinator for Goodnow.

Brent Ware, treasurer for Goodnow, said the Super Bowl party has been a tradition for several years.

Ware and Assistant Resident Coordinator John Lantz stocked food and plates as a steady stream of students flowed in and out of the second floor room, gathering refreshments before heading to the elevators to the fourth and fifth floors where the game blared on big-screen TVs.

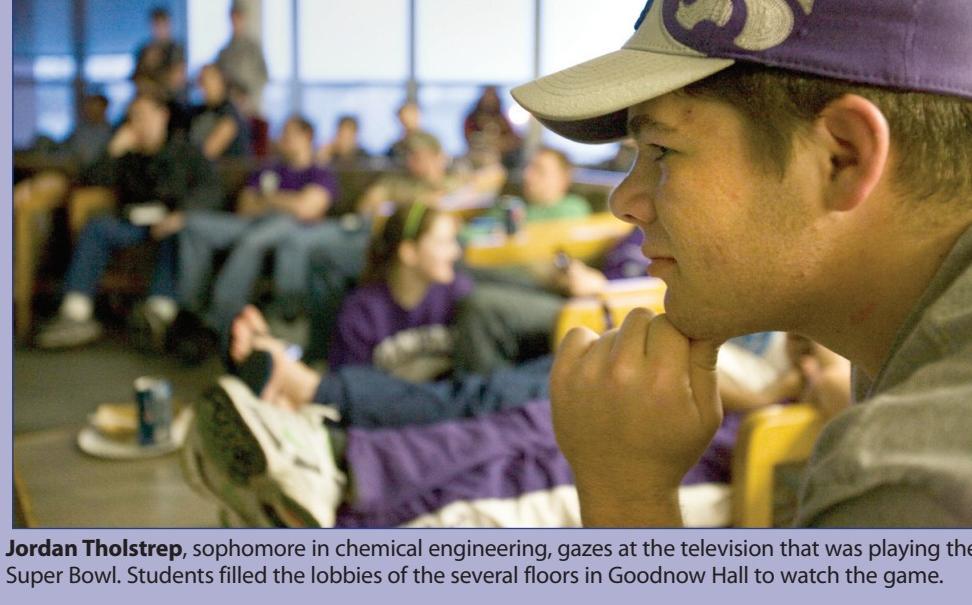
"Every year we get a really good turnout," Ware said. "We always have more people than food."

Wagner said he did not mind missing the game because the only football he watches is K-State football. Jessica Long, freshman in chemical engineering, multi-tasked on a couch in the back of the viewing area on the fifth floor with her laptop in her lap as she watched the game and sporadically worked on big-screen TVs.

"Last year I just hung out at a friend's house," Long said. "That is what I kinda liked about this; it was like the home routine."

Long said every year she looked forward to Super Bowl time because she would gather with her friends and family, watch the game and enjoy the companionship.

Long not only liked watching the game, she said she liked the commercials this year as well. All the Budweiser commercials are her favorite because they always do a good job, she said.



Jordan Tholstrep, sophomore in chemical engineering, gazes at the television that was playing the Super Bowl. Students filled the lobbies of the several floors in Goodnow Hall to watch the game.

Goodnow Hall was not the only party site in town; Buffalo Wild Wings was packed with people from across the country, eating and enjoying watching the game on one of several big-screen TVs.

Just before halftime, Staff Sgt. Chris Campbell said he brought his "soldiers" with him to watch the game. He said his favorite commercial was Budweiser's human bridge where a semi-truck drove off a bridge built out of people.

Campbell is in town with his unit training Fort Riley soldiers how to use new equipment. He said his group would only be in town for a week and found the sports bar the perfect place for watching the game.

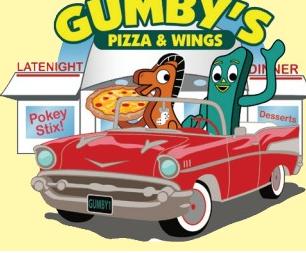
On the other side of the venue sat a father and son enjoying the game while visiting K-State as part of college campus tours.

Chris and Zach Ojeda drove from Austin, Texas. Zach asked his father to let him see what partying would be like in Manhattan, and they landed in Aggierville to watch the football game on the big screen.

Griffin Kelley, general manager of Buffalo Wild Wings, said the restaurant had been packed since shortly before the start of the game.

He said Buffalo Wild Wings was doing better this year than last year and that it had been a better year all around.

Regardless if it was family visiting from out of town, soldiers stationed at Fort Riley, freshmen at K-State or complete strangers, people laughed, talked, cheered and booed for a few hours Sunday night — brought together to watch American football on Super Bowl Sunday.



BIG ASS Gone Wild!

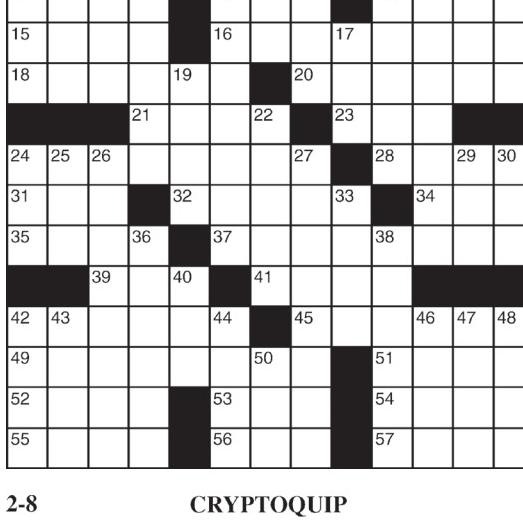
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5 Gratitude	42	Arose	3 Lone	story
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12 Six-sided state	49	Home-run	5 Eardrum	fiber
13 Singer Sumac	51	champ Tino	6 "— little	24 Central
14 Close up tight	52	Houston acronym	7 Rid of	25 Expert
15 Optimistic	53	Colorful fish	8 Without	26 Source
16 "War of the Worlds" invaders	54	"Hail, Caesar!"	9 Rug in	of a second
18 Maintenance	55	— have to do"	10 Memory	opinion
20 Main course	56	Guys' partners	11 Different-	27 White wine +
21 Health resorts		Series of skirmishes	ly	soda water
23 "My country, — of thee"	57	Restaurant VIP	29 — out a	29 Funny, in a
24 Drinks garnished with olives		Solution time: 24 mins.	30 Drenched	way
28 Distort			33 Celebrity	40 Blackbird
31 "Rocks"			36 "We hold these — to be ..."	42 Urban
32 Points			38 Funny, in a	pollutant
34 Eisenhower nickname			40 Walkway	43 One of the Three Bears
35 Skillful			44 Nibble away (on)	44 Nibble
37 Strict disciplinarian			46 Walkway	45 Ambro
			47 Gilligan's home	46 Walkway
			48 Young bovine	47 Gilligan's home
			50 A Gabor sister	48 Young bovine
				50 A Gabor sister

Saturday's answer 2-8



2-8

CRYPTOQUIP

B N Y Y N M D F N G L E L V L E Q N
W C Q O N V P N O O C U O U E L K F W X
K Z N Q L D ' O U K X C G P P M L O Q O ?
Q B L E N N Z L E O ' E M Z N E O .
Saturday's Cryptoquip: SINCE I'M BEGINNING THE DOG TRAINING, I SUPPOSE IT COULD BE TIME TO START THE HEELING PROCESS.
Today's Cryptoquip Clue: N equals O

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When in Rome PG13 5:20 7:30 9:55
Edge of Darkness R 4:00 7:15 10:05
Extraordinary Measures PG 4:20 7:05 9:35
The Tooth Fairy PG 4:10 7:00 9:30
Legion R 4:15 7:10 9:40
Book of Eli, The R 3:45 6:45 9:50
Leap Year PG 4:05 9:10
Sherlock Holmes PG13 3:40 6:35 9:25
Alvin and the Chipmunks, The SQ PG 6:30
Avatar 3D PG-13 4:30 5:00 8:00 9:30
Young Victoria, The PG 4:45 7:25 10:00
Lovely Bones, The PG-13 3:55 6:50 9:45

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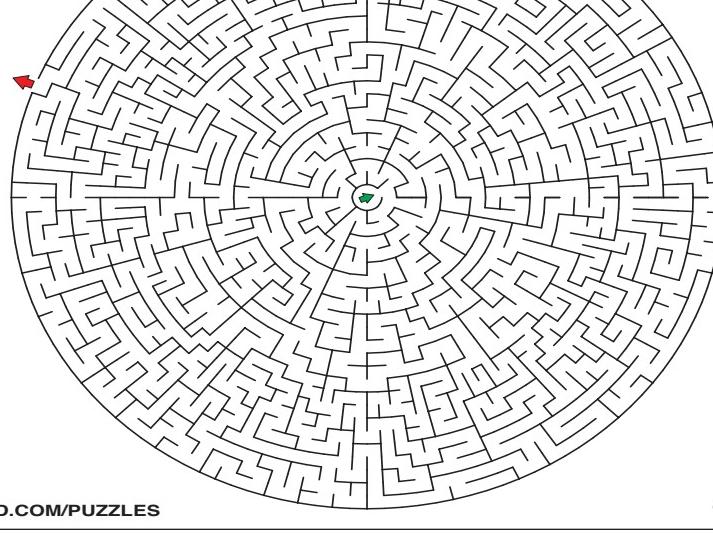
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THE PLANNER

CAMPUS BULLETIN BOARD

The Mortar Board Senior Honor Society will sponsor Campus Leader Administrative Panel on Feb. 16th from 12-1 p.m. in the Union Courtyard. Enter to win a drawing for two \$100 Scholarships.

Come by the Women's Center kiosk in the Union for Music Mondays. This week's features: Regina Spektor, the Rolling Stones and Cat Stevens.

The K-State Women's Center will be sending valentines to the Manhattan Emergency Shelter and the Crisis Center. Stop by the K-State Women's Center Kiosk in the Union, next to the radio station from 10 a.m.-2 p.m. till Thursday. All craft supplies will be provided.

Information Technology Assistance Center will be presenting the following orientations. The events are open to all K-State faculty, staff and students. Registration required.

-IT Orientation: The Magic Behind the Curtain — The Educational Communications Center will be held from 2-3 p.m. Thursday in Hale Library room 401B.

-IT Orientation: Computing at K-State will be held from 2-3 p.m. Feb. 23 in Hale Library room 401B.

-IT Orientation: Library Technology will be held from 10-11 a.m. March 4 in Hale Library room 401B.

-IT Orientation: Emerging Technologies will be held from 10-11 a.m. March 10 in Hale Library room 401B.

Rec Services is offering a Spring Break Shape Up program designed for two individuals to be able to workout together with a Wildcat personal trainer twice a week for three weeks. The program begins Feb. 15. Cost is \$45 per person. Program limited to the first 30 pairs who sign up. Only K-State students and Peters Recreation Complex members may participate. For more information, call 785-532-6980.

Rec Services is offering a new workout class beginning Feb. 15: Jump Rope Fitness. The class will meet on Mondays at 3:30 p.m. and Thursdays at 5 p.m. at

the Rec. This is a free class, but will be limited to 25 participants per session. Reserve your spot at the service desk. For more information, call 785-532-6980.

Applications for National Student Exchange for fall 2010 and spring 2011 are due by March 1. For more information, contact Kari Nap in the Office of Admissions at karinap@k-state.edu or go to nse.org.

The TechBytes series is offering the following sessions. The series is open to all K-State faculty, staff and students. Registration is not required. All sessions are from 1:30-2:30 p.m. and held in 501 Hale Library except for the one on Feb. 25, which will be held in 301A Hale.

-Thursday - Yolink Search

-Feb. 18 - Time to Talk - This presentation focuses on new Web 2.0 tools.

-Feb. 25 - Uses of WordPress

-March 4 - Twitter Tools

-March 11 - Zimbra Calendar

-March 25 - Google Wave

Rec Services' personal trainers present a series of free workshops called Muscle Focus from 2-3 p.m. on Saturdays. These free workshops are for men and women. Each workshop targets a different muscle group. Sign up for these free workshops at the weight room attendant desk. Saturday will focus on chest and abdominals. For more information, call 785-532-6980.

Mortar Board Inc. is accepting applications. Access the application at k-state.edu/mortarboard and submit to 107 Leadership Studies Building, second-floor reception area by Feb. 19. Mortar Board members will be available in the Union Feb. 16-18 to answer questions and celebrate National Mortar Board Week (Feb. 15-19).

The Planner is the Collegian's bulletin board service. To place an item in the Planner, stop by Kedzie 116 and fill out a form or e-mail news editor Bethaney Wallace at news@pubs.ksu.edu by 11 a.m. two days before it is to run. Some items might not appear because of space constraints, but are guaranteed to appear on the day of the activity. Confirmation will not be provided.

DAILY BLOTER

ARREST REPORTS

THURSDAY

Kenneth Mark Giefer, 1803 College Heights Road, was arrested at 9:25 a.m. for failure to appear. Bond was set at \$500.

Michael Ray Atchley, 805 Leavenworth St., was arrested at 9:45 a.m. for aggravated battery and two counts of violating a protective order. Bond was set at \$20,000.

Lisa Marie Hill, 1917 Hayes Drive, was arrested at 12:25 p.m. for failure to appear. Bond was set at \$1,000.

Dale Eugene Clark, Ogden, was arrested at 2:40 p.m. for failure to appear. Bond was set at \$1,500.

Keith Luvern Goodno, Riley, Kan., was arrested at 3:40 p.m. for failure to appear. Bond was set at \$2,500.

FRIDAY

Darcy Benjamin Funk Unrau, 1832 Vaughn Drive, was arrested at 1:40 a.m. for driving under the influence. Bond was set at \$1,500.

Gerald Carlton English, Chicago, was arrested at 9:30 a.m. for failure to appear. Bond was set at \$1,000.

Stephon Donte White, Junction City, was arrested at 1 p.m. for failure to appear. Bond was set at \$520.

Timothy James Graham, Topeka, was arrested at 3 p.m. for probation violation. Bond was set at \$1,000.

Michael Allen Updegraff, Fort Riley, was arrested at 4:10 p.m. for failure to appear. Bond was set at \$500.

SATURDAY

Thomas James Switzer, 1518 Pierre St., was arrested at 12:25 a.m. for disorderly conduct. Bond was set at \$750.

Philip John Bugs Jr., 1200 Fremont St., was arrested at 4:45 p.m. for probation violation. Bond was set at \$2,500.

Dillon Wade Switzer, Dwight, Kan., was arrested at 12:30 a.m. for obstruction of the legal process and disorderly conduct. Bond was set at \$1,500.

Jamie Renae Fetter, Dwight, Kan., was arrested at 12:34 a.m. for disorderly conduct. Bond was set at \$750.

Austin Wayne Bolling, Bronson, Kan., was arrested at 1:39 a.m. for battery. Bond was set at \$500.

Casey Marie Greenwood, Bronson, Kan., was arrested at 1:39 a.m. for battery. Bond was set at \$500.



To view the daily arrest report from the Riley County Police Department, go to the Collegian Web site, www.kstatecollegian.com.

kansas state collegian

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monday, february 8, 2010

kansas state collegian

entertainment

edge

page 3

Local band known for lyrics

Eli B Neal | COLLEGIAN

Local folk-rock band The Low End recently released its first album "Housefire," a five song EP. The record offers a picture of a young band with the potential to create powerful music. "Housefire" makes up for what it lacks in length with lead singer and guitarist Dan Hornsby's skillfully crafted lyrics and high-quality production.

The Low End started as a solo project by Hornsby. About a year ago Hornsby, a sophomore in English, began playing with bassist John Goddard, also a sophomore in English, and trumpet player Kristin Henry, sophomore in interior architecture and product design. As a trio, the band's sound was a great deal simpler than that of "Housefire."

Earlier this year, the band added Ryan Manes, freshman in industrial engineering, on drums, along with Chase Horseman, freshman in music, who plays guitar, slide guitar and synthesizer.

While The Low End has benefited greatly from the addition of new members in many ways, just as in the band's infancy, it is Hornsby who attracts fans to the group. At the band's CD release show at The Dusty Bookshelf on Jan. 20, many fans agreed it was Hornsby's lyrics that draw them to the band. Many

Poetic Verse



1. Dan Hornsby, sophomore in English 2. John Goddard, sophomore in English 3. Ryan Manes, freshman in industrial engineering 4. Kristin Henry, sophomore in interior architecture and product design

"The poor soul sat sitting on a sycamore tree/Her hand on her bosom, her head on her knees/And the hanging branches shared their grief/Of a love that died like a fallen leaf."

Song: "Willow Song"

Song: "Willow Song"

It is not surprising Hornsby's lyrics draw such praise from the band's fans. Throughout the EP, it is often clear Hornsby's lyrics are a driving force behind the band's music.

In the second verse of "Willow

Song," Hornsby sings, "The poor soul sat sitting on a sycamore tree / Her hand on her bosom, her head on her knees. / And the hanging branches shared their grief / Of a love

that died like a fallen leaf."

The EP is filled with similar instances of Hornsby's carefully poetic lyricism.

To focus solely on Hornsby's lyrics, however, would be unjust to the record; which benefits greatly from the contributions of all members. Henry emphasizes the melodic nature of the songs through her catchy trumpet lines. Horseman adds important layering and complexity on many of the songs.

"One of my ways of approaching some of the songs was to kind of offset the folkiness, ... adding a little bit of noise or at the beginning of 'Little Tune' adding those weird delay sounds," Horseman said of his role in the band's sound.

Almost as notable as the music on "Housefire" is the quality of the recording itself. The entire EP was recorded at the home of Nick Istanas, senior in humanities. Istanas has produced albums for several other local bands, including The Ruckus' last album.

Istanas' role in the EP seems most clear in the mixing. Had the same recording been mixed poorly, the album

might have sounded muddled and amateur. Thanks to Istanas' attention to detail the final product sounds professional and clean.

As much as has been said in favor of The Low End and "Housefire," the group is not without flaw. At times during its live show, the band felt a bit disjointed, and it was clear the band could benefit from additional practice and playing together.

On the record, however, this aspect is far less apparent. While the members might be young musicians capable of improving their skills by large degrees, there is clearly potential for their sound and style to develop and for them to create more complex and powerful music.

However, The Low End will not be playing together again until next fall. Hornsby and Goddard are studying abroad in England for the semester. The band plans on resuming when the two return.

To listen to songs by The Low End, visit myspace.com/allowend. "Housefire" can be purchased at Sisters of Sound in Aggierville and will soon be available on iTunes.

WEEKLY HOROSCOPES



Aries March 21 - April 19

Be very happy you managed to avoid the dreaded "Freshman 15," but be leery because other than 17, alliteration won't begin again until 60.



Taurus April 20 - May 20

You should probably consider thinking about whether you are actually contributing to your group.



Gemini May 21 - June 21

This week will be good for you; even the cosmos has to throw you a bone from time to time.



Cancer June 22 - July 22

You should kick your caffeine habit before it kicks your bank account. No one wants jittery withdrawals.



Leo July 23 - Aug. 22

Arrogance is the absence of knowledge. Incompetence is proof of arrogance.



Virgo Aug. 23 - Sept. 22

Sending demanding Facebook.com messages is living proof that you have nothing better to do with your life than waste other people's time.



Libra Sept. 23 - Oct. 23

Do you remember when you were going to sit with lunch was your biggest problem of the day? Weren't those the days?



Scorpio Oct. 24 - Nov. 21

Everything you read from fortune cookies will come true this week so use the "in bed" clause sparingly.



Sagittarius Nov. 22 - Dec. 21

Your archenemy will be revealed to you this week.



Capricorn Dec. 22 - Jan. 19

You should pick a theme song this week. Listen to it when you walk to and from your classes; if you don't feel like you're in a movie, it's time to pick a new theme song.



Aquarius Jan. 20 - Feb. 18

This may not be the Age of Aquarius but it certainly is the time for Aquarius.

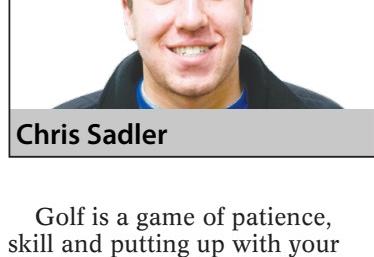


Pisces Feb. 19 - March 20

Your hatred of the strange and unfamiliar will leave you branded as a conservative. Your hatred of stupidity will get you kicked out of places unforeseen.

Compiled by Tim Schrag

Web site opens doors for giving anonymous golf tips



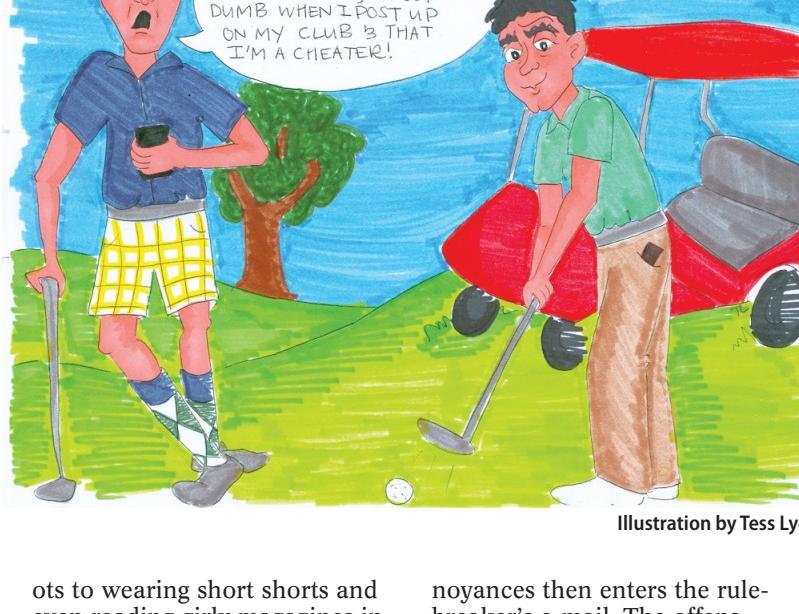
Chris Sadler

is actually against the rules. If I told them that a bogey is actually one stroke over par not under on the scorecard, I figure I would just receive a stubborn denial for a response.

Thankfully I stumbled across this Web site that helps me tell my friends about their problems anonymously, but if they read this article the anonymous part might be ruined for me.

Mulligan.cc is a Web site created to deal with those friends who take practice swings in sand trap even when they know it's against the rules. No one wants to call out their friends, family members or business partners for breaking the rules of golf so the site, mulliganagain.com, provides us with a friendly alternative.

The Web site provides a list of about 100 examples of golf rule-breaking and annoyances. These range from never repairing div-



ots to wearing short shorts and even reading girly magazines in the cart. The user can select up to six from the long list of an-

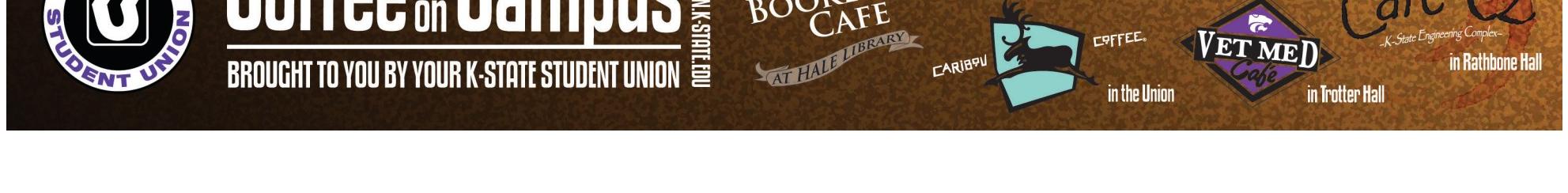
noyances then enters the rule-breaker's e-mail. The offenses are sent in an e-mail, anonymously telling the person of

their mistakes.

To test the waters, I sent myself one of these correctional e-mails. It read "A friendly message from Mulligan.cc" in my inbox, and it got right to the point. The message read "Greetings from Mulligan.cc. We hope our suggestion(s) improves your appreciation of the game of golf and how it should be played." Following the message was the list of nuisances I had selected. The e-mail was blunt and to the point, yet it was not rude. It just laid down the law in the manner it should for rule-breakers.

Now when your friend talks about how he plays the Pro-Am but he actually plays the women's tees, you don't have to call him out on it, just drop him an anonymous e-mail courtesy of Mulligan.cc.

Chris Sadler is a sophomore in finance. Please send comments to edge@spub.ksu.edu.



Worth 1,000 Words



Illustration by Whitney Bandel

Pictures, media reports spur US to help Haiti



Josoph Sommers

When tragedy strikes, there are many people who come to the aid of those in need. The recent earthquake in Haiti illustrates the willingness of individuals to lend a hand to others. It also reminds us of the potential of the media and celebrities to exploit these events.

Over the past few weeks, it has been hard to avoid news of the devastation and loss of life in Haiti. We have been bombarded with images of bodies being pulled out of rubble and celebri-

ties asking for our money.

What seems like a good deed to some could appear as exploitation to others. But regardless of your belief, the thing to remember is that people are in trouble and they need help.

In a country where news has become a business instead of a public service, the rush to get ratings can sometimes lead to unintended consequences.

The excess of attention has caused many Americans to feel pressured into giving money to help, which has caused a backlash that is neither constructive nor fair to the people of Haiti. While it is true that there are some who would use such a tragedy for their own personal gain, a majority of journalists are there for one reason: to tell the story.

Those of us who are highly cynical view the images of vic-

tims trapped under rubble or parents crying next to their dead children as exploitative. We see it as a way for journalists and news organizations to make a name for themselves.

However, regardless of the intentions of those broadcasting the coverage, these images are necessary. The ability to see the devastation, to hear the cries, is important.

In the 1960s, television coverage and images from Vietnam helped to sway public opinion against the war. Citizens knew that war was bad; they knew that people were killed and that there was blood. So why should pictures and video change that?

Just hearing about a tragedy doesn't bother people, especially if it happens to someone in another country, where the people look and sound different. We need the images to shock us into

action.

Because something you hear can always be dismissed as a rumor or an exaggeration, people can fool themselves into thinking that things are not that bad, but once you see the horror with your own eyes, the rumor becomes truth.

Before the earthquake hit, the country of Haiti was largely invisible to most Americans. The media coverage that has followed has shed light on an impoverished nation that had problems long before the earthquake.

Regardless of intention, the attention the media has given this small nation may help make the future of Haiti a brighter one.

Too bad it took so many deaths for that to happen.

Josoph Sommers is a senior in print journalism. Send comments to opinion@spub.ksu.edu.

LETTER TO THE EDITOR

Forum to create cheers necessary

Dear Editor,
Tim Schrag recently commented on something that K-State has been lacking for many years – traditional cheers. As meaningless as it is and as much as I hate the Rock Chalk stuff at KU, it is unique to the school and thus immediately identifies it. The media loves it. So I have a proposal for you. How about sponsoring a "Let's start a new tradition" blog or commentary. A contest perhaps. Maybe we could do something as simple as putting words to the Jimi Hendrix classic that the band plays at each game, Purple Haze. Perhaps we could replace Hendrix's words that were distinctly connected to the drug culture with something like:

EMAW,
is on my brain.

Welcome to,
the House of Pain.

We will beat you,
and this is why.

The Cats are better,
and that's no lie.

K-S-U, K-S-U, Fight!

It is painfully obvious that I am no songwriter, but we need to start somewhere. Are you game? Maybe a blog at ksstatecollegian.com? What would it mean to K-State and the alumni to come up with two or three more ways to get everyone excited?

Brian Willis

CENTER OF BIOMEDICAL
RESEARCH EXCELLENCE
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& PHYSIOLOGY

Clear-Cut Guidelines | By Ginger Pugh



Protection in workplace should extend to all



Jason Strachman Miller

On Feb. 4, Senate Bill 169, adding "sexual orientation" and "gender identity" to Kansas' current nondiscrimination statute, passed on a 5-3 vote. This approval moves Bill 169 to the full Senate for consideration.

Currently there is no Kansas state law prohibiting employment discrimination based upon sexual orientation and gender identity. The Kansas law prohibits workplace discrimination based on race, religion, color, sex, disability, national origin or ancestry.

This is not the first time that legislation has been placed before the Senate for consideration. In 2005, an amendment was introduced in the Committee on Federal and State Affairs to add sexual orientation to the Kansas Act Against Discrimination. The

amendment failed to pass.

In February 2009, Bill 169 was introduced and Sen. Dennis Pyle, R-Hiawatha, had the audacity to ask if the bill would protect bestiality. Making the correlation between sexual relationships concerning two consenting adults and the crime of sexual relations with an animal makes me concerned for the population that this elected official represents. In March 2009, Sen. Pete Brungardt, R-Salina, said there was not enough support in the Legislature for the measure, and he did not bring the matter up for a committee vote.

With a new year, the state Legislature needs to do the right thing and pass Bill 169. In 2007 Gov. Kathleen Sebelius issued Executive Order No. 07-24 prohibiting discrimination and harassment in state employment on account of "race, color, gender, sexual orientation, gender identity, religion, national origin, ancestry, age, military or veteran status or disability status." When speaking of this order, Sebelius was quoted in the Williams Institute Employment Discrimination Report, saying, "like any successful business, we need to make

sure all our employees are treated with dignity and respect and that the doors of employment are open to all."

K-State and The University of Kansas have adopted nondiscrimination policies that protect on the basis of sexual orientation, and K-State further extends the protection to gender identity. Institutes of higher education tend to adopt progressive policies before the working world does. With nondiscrimination policies extending to sexual orientation and gender identity, universities have clearly demonstrated where they stand on the issue.

With the impending arrival of the National Bio and Agro-Defense Facility and the Arthropod-Borne Animal Disease Research Laboratory, a multitude of other businesses will open in Manhattan. Over the next 10 years, Manhattan is set to experience massive expansion. This is a time to attract high-quality workers. Without a law protecting sexual orientation and gender identity, there remains a large pool of qualified workers who will not seek employment in Kansas.

In January 2008, Jayhawk Consulting Services, an indepen-

dent nonpartisan polling group, found that 79 percent of people agreed that it is wrong to fire someone for being gay or lesbian. The research indicated that 68 percent of Kansans also favor legislation that bans discrimination against gay and lesbian individuals. The desire of elected officials to push their religious or otherwise-motivated moral views should not be tolerated by a voting public that appears to want Bill 169 to pass.

I agree with this majority and see little reason to deny the lesbian, gay, bisexual and transgendered community the right to employment and the ability for people to follow their dreams. The Kansas Legislature needs to do what is morally right and realize that denying a minority population the right to equal opportunity and protection is simply wrong.

One would have thought our nation has learned from our embarrassing past the effects of denying certain groups the same protections the majority enjoys.

Jason Strachman Miller is a junior in print journalism. Send comments to opinion@spub.ksu.edu.

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KANSAS STATE COLLEGIAN

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Cadets ride in aircraft for experience

Pauline Kennedy | COLLEGIAN

From the back of a four-engine Boeing Aircraft, cadets from the K-State Air Force ROTC had the chance to experience a day in the life of an Air Force pilot.

A total of 29 cadets took a voluntary trip to Forbes Field in Topeka on Sunday afternoon. The cadets went on board a KC-135 refueling aircraft to gain experience and understanding of one of the many jobs Air Force pilots.

Lt. Col. Edward Meyer, head of the Department of Aerospace Studies, said the trip gives cadets a greater appreciation and motivation for careers they could have in the future. He said this opportunity could help solidify the desire a cadet has to be a pilot.

The cadets were involved in a training mission executed by the Air National Guard. They were able to talk and learn not only from the

flight, but also from the crew aboard the planes.

The cadets split into two groups, each boarding a KC-135 on route to refuel several B-52 bombers.

A few cadets sat in the front of the aircraft and watched the job of the pilot, and the other cadets watched the boom operator, the person responsible for refueling the other aircraft.

Logan Lyle, sophomore in humanities, said he thought the trip was outstanding and found it a great use of his Sunday afternoon.

"It gives you a really good feel for what happens on active duty and in the actual Air Force," he said.

Lyle said he sat next to one of the boom operators in an aircraft, and the operator explained what was happening before and after the refueling attempts.

Another cadet on the flight was Kathryn Blair, sophomore in geography.

Blair said that although her ca-

reer aspirations do not involve being a pilot, she learned a great deal from the trip. She said the trip was one of those chances that does not come along very often, and it opened her eyes to many jobs she did not know about before.

"It's definitely a great opportunity," Blair said. "We also got to see the work that went in before, not just the pilot part."

Before the flight, there were several briefings and safety checks to prepare for the training mission. The route the cadets were on during the flight went through four states — Kansas, Missouri, Arkansas and Oklahoma. The students were airborne for about 2.5 hours.

Aaron Rigg, junior in biology, said it was great seeing what the pilots get to do and the work they do for the United States.

"It's a great experience for anyone who wants to be a pilot," he said. "I highly suggest it."

POLICE REPORTS

Man arrested on domestic-related charges

Sarah Rajewski | COLLEGIAN

A local man was arrested Thursday morning on domestic-related charges, said Lt. Herbert Crosby Jr. of the Riley County Police Department.

Michael Ray Atchley, 42, of 805 Leavenworth St., was arrested at 9:45 a.m. and charged with aggravated battery and two counts of violating a protective order, according to the report.

Atchley, whose bond was set at \$20,000, was still confined in jail, Crosby said.

MAN CHARGED WITH THEFT, FORGERY

A local man was arrested Thursday evening in a case concerning a lost Visa check card, Crosby said.

After a woman lost the check card Nov. 29, someone used it about nine times for a total loss of \$385.78, according to another RCPD report.

Police identified Anthony Larue Brown, 21, of

2215 College Ave., G228, as the suspect and arrested him at 6:05 p.m. Thursday.

Brown was charged with theft, forgery, criminal use of a financial card and computer crime, according to the report. Crosby said the computer crime charge was because Brown used a card-swiping machine.

Brown's bond was set at \$6,000.

Feng shui living possible in college

Sarah Krusleski
UNIVERSITY OF HOUSTON

College students can still harness the power of feng shui with a few easy solutions.

Proponents of feng shui claim that this traditional Chinese interior decorating method can help people harness positive energy in their homes and lead lives marked by wealth, lasting relationships and fulfillment. Feng shui consultants advise homeowners to move furniture and decorations, re-paint walls or even renovate their homes so that energy can more easily flow in a more auspicious manner.

While the University of Houston might not allow students to make radical changes, college students living in smaller apartments and dormitory rooms still have many pleasing feng shui options that can help them organize their rooms and take control of their lives.

Katherine Ashby from Feng Shui Houston said that she sometimes uses a method of feng shui that was developed for Western homes. Using this method, students can gauge the auspicious areas of their personal living spaces by standing in their doorway and seeing which areas of the room correspond to a special map known as a "ba gua," which can be printed off of feng shui Web sites such as *FastFengShui.com*.

A student sharing an apartment with multiple bedrooms should apply this map to his or her personal bedroom.

Ashby advised students with roommates to focus on their sides of a dormitory room. The roommate whose bed is located far away from the front door could use the ba gua from the edge of his side of the room that he crosses when he enters the room from the front door.

"In the upper left-hand corner (of your space) is the wealthy area," Ashby said. "In the right hand corner in the back is the marriage area and love and relationships."

Ashby added that she can do a feng shui reading based on a complicated and older tradition that takes into account the resident's Chinese astrological sign and his most productive compass directions for sleeping and furniture arranging.

"There is a direction that is best for money, one that's best for health, love and relationships and that's for protection," Ashby said. "There are other directions. There is a direction that is the most unproductive direction of all, and at all costs they should avoid sleeping in that direction."

"I think everybody should know their four good directions and four bad directions. Then, they can get a little

compass, like a \$15 compass at the store, like at Academy or Sports Authority, and figure out their directions."

When arranging their room according to feng shui principles, Ashby advised students to soften sharp corners and jutting, uneven furniture with soft, pleasant drapery and to be aware of their interactions with the room. Wind chimes and crystal balls can also soften harsh corners, such as the jutting entryway into Quadrangle rooms and some Cullen Oaks floor plans.

"Sometimes you'll have a dresser or an armoire or some big piece of furniture, a bookcase, and an edge of it is jutting out into the room," Ashby said. "If you are looking at it the whole time or it's aimed at your back while you're trying to study, you won't be able to concentrate."

Local certified feng shui consultant Laurie Levin also had suggestions for students.

"You can still decorate with furniture and accessories," Levin said. "You can choose your bedding, any type of bedside table or lamp, throw pillows."

Levin spoke a bit about dispersing negative energy that collects in rooms, saying that students can spritz water mixed with 20 to 30 drops of lavender or peppermint around their rooms or even vacuum the floor. Students who live off campus can consider lighting incense.

Levin advised students to pay attention to the five Chinese elements when designing their rooms.

"The main thing is to have a balance of earth, water, metal, fire and wood," Levin said. "Those are really the five elements in nature that make us feel most comfortable indoors."

Students can incorporate the elements into their decoration through many ways. Residents of Law Residence Hall have wooden bed frames, while Cougar Place residents have the element of metal in their metallic bed frames.

Certain shapes and colors are also associated with different elements, so students can work with a consultant to decorate their rooms and even use special procedures to activate the unique properties of different accessories.

"When you don't have a lot of space or control over your space, just having a shelf with the elements can help the 'chi' in your room," Levin said. "When you see the shelf, it gives you a good feeling. The two in combination really help to change things in your life."

However, Levin warned that change comes only with effort.

"Placing simple objects is not really gonna change your life, but when you have specific intention in combination with placing, that's going to make it significant."

-collegenewsnetwork.com

Ft. Riley soldiers volunteer to deliver Sing-A-Grams

Jennifer Whalen | COLLEGE GIAN

Valentine's Day is fast approaching, and the colors pink and red litter many store shelves.

Better Opportunities for Single Soldiers, better known as BOSS, in Fort Riley, Kan., will be offering a new way for citizens around Riley County to celebrate their loved ones.

The group is providing its annual Valentine's Day Sing-A-Gram service to Riley County. As part of this service, anyone in the Riley County area can place a Sing-A-Gram order for \$20, which includes a song that is sung by volunteer soldiers, along with candy and balloons.

People can choose their Sing-A-Gram song from a list of well-known tracks, including the classic "You Are My Sunshine," "I Don't Want to Miss a Thing" by Aerosmith and "I Just Called to Say I Love You" by Stevie Wonder.

Soldiers sign up to volunteer for this service weeks prior to Valentine's Day, and between Tuesday and Thursday they deliver all the Sing-A-Grams ordered.

The Sing-A-Gram service is just one of many fundraising events that the group puts on throughout the year.

BOSS organizes these fundraisers to offer trips

and activities to single soldiers at Fort Riley. Recently, the group provided a trip to Chicago, and sometimes there are comedy trips to Kansas City, Mo.

Spc. Desaree Molina, president of the group, said soldiers really get into the part of singing and dressing up for the Sing-A-Grams. She said in the past, soldiers have dressed up as Elvis Presley and characters from "The Wizard of Oz."

"It's fun for the soldiers and gives them the opportunity to dress up, get out of work and have fun for the day," Molina said.

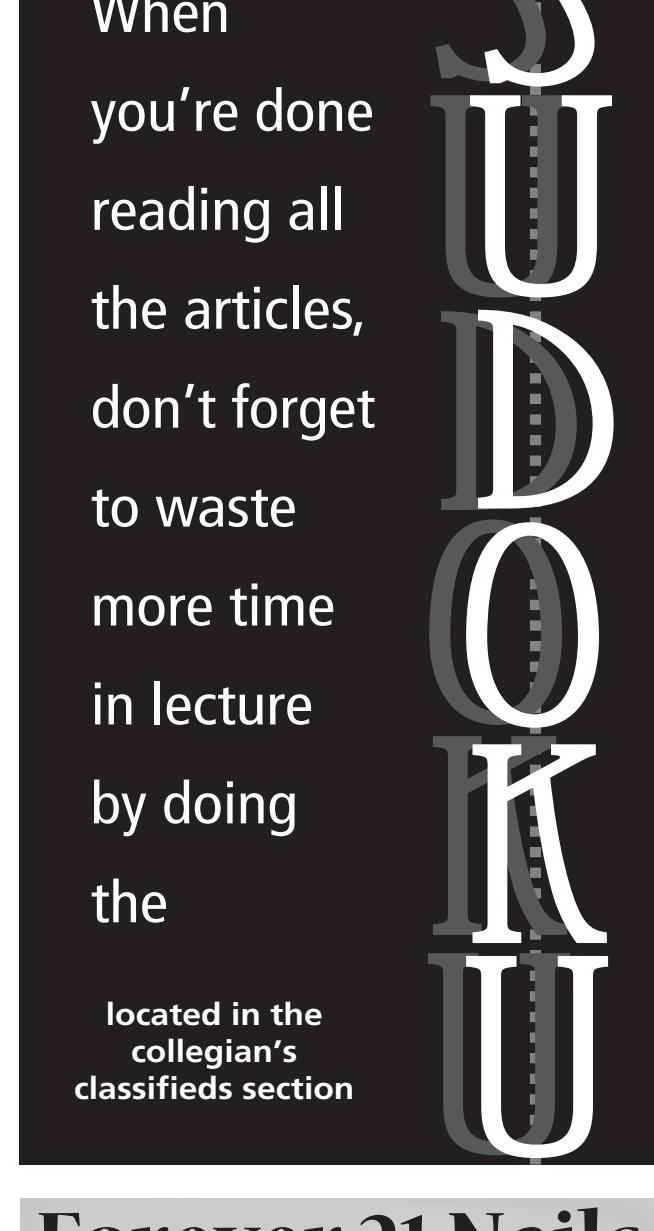
Molina said this is her first year with the program, and this will be her first time going out with the soldiers on their deliveries. This year, the group has 15 requests for Sing-A-Grams so far.

"It's going to be hilarious," she said. "Something that is going to be fun for everyone all around."

Teresa Mayes, manager of the Information, Ticketing and Registration Office at Fort Riley, admitted to having a Sing-A-Gram delivered to her in the past.

"The experience was pretty amazing and really kind of funny," Mayes said.

If you would like to order a Sing-A-Gram, contact the office at 785-239-5614. The office is open Monday through Friday from 8 a.m. to 5 p.m.



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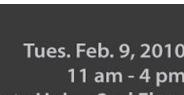


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Holding Steady

Clemente: focusing on final matchups

Justin Nutter | COLLEGIAN

AMES, Iowa — If seven games are all Denis Clemente has left, then he plans to make every one of them count.

That was Clemente's vow after Saturday's 79-75 win at Iowa State — a game in which he tallied a game-high 30 points to lead the No. 10 Wildcats (19-4, 6-3 Big 12 Conference) to their eighth straight win over the Cyclones (13-10, 2-6).

"I've just got to be focused," Clemente said. "I'll just be thinking sometimes, [these games] are my last seven. I've got to give everything I got, and that's what I intend to do."

If that is really Clemente's plan, he's off to a good start.

The Puerto Rico native has racked up 53 points and 11 3-pointers in his last two games. His 30 points on Saturday were the most he's scored since tying a Big 12 record with 44 at Texas last year.

But according to head coach Frank Martin, all that matters to the senior guard is getting into the win column, whether that means scoring 30 points or three.

"Denis wants to win," Martin said. "He doesn't care about anything else. There's a reason our team plays with a certain spirit since he started wearing the uniform."

After falling behind 0-4, a trey from Jacob Pullen ignited a 13-4 run that put the Wildcats in front, but the battle had just begun.

Iowa State went to star forward Craig Brackins early and often and refused to fold despite falling behind. Brackins dominated the paint from the get-go, scoring 14 of the Cyclones' first 19 points. He finished with 29 in the contest.

"[Brackins] is quick and he's a great shooter," said K-State forward Curtis Kelly. "You've really got to stay on him and pressure him a lot. If he gets one sight of the rim, it's going in."

The Wildcats were able to silence Brackins for the rest of the half, but poor shooting kept the game close and gave Iowa State some momentum going into the break. K-State hit just two field goals in the final 4:12, and a 12-6 run by the Cyclones gave them a 35-31 lead at intermission.

A 15-minute break might have been all the Wildcats needed to regroup, because the tide took a dramatic turn almost immediately in the second half.

Iowa State's Scott Christopherson hit a layup in the opening seconds to push the Cyclones' lead to 37-31 — their largest of the game — and then the Wildcats erupted. A pair of free throws by Pullen sparked a 17-2 run that gave K-State the lead for good.

During that stretch, which ended with back-to-back breakaway jams by Jamar Samuels and Wally Judge, the Wildcats also dominated the Cyclones defensively, holding them to no field goals for nearly six minutes.

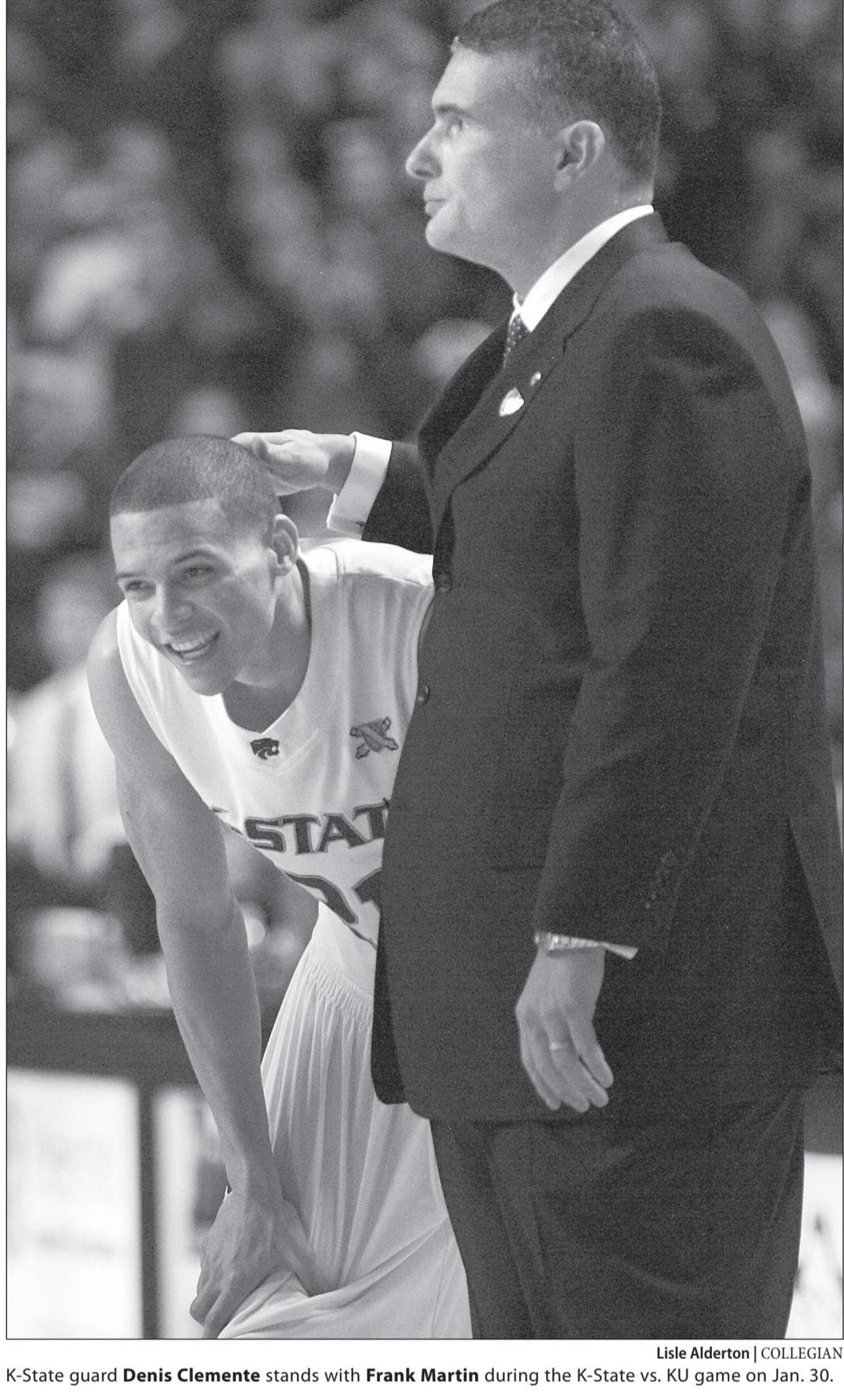
By Martin's standards, it was a tale of two halves for K-State, which won its fourth straight road game.

"I think our guys came into the locker room at halftime and understood that we weren't playing with as much energy and discipline as we needed to," he said. "We came out, and we were better defensively. Our cuts were harder, our screens were better, we got the ball in the right places."

The Cyclones made things interesting down the stretch, hitting four 3-pointers in the final minute to narrow the gap to four, but that's as close as they got. They were 1-of-19 from beyond the arc in the first 39 minutes.

For the 17th time this season, K-State had four players reach double figures. In addition to Clemente's 30 points, Pullen and Kelly added 15 and Samuels 10.

After a week off, the Wildcats will return to Bramlage



Lisle Alderton | COLLEGIAN

K-State guard **Denis Clemente** stands with **Frank Martin** during the K-State vs. KU game on Jan. 30.

Coliseum to take on Colorado

and Nebraska in a two-game

homestand which Pullen says

is greatly welcomed by every-

one on the team.

"It's great to be able to go

home," Pullen said. "We play

at home. We're really focused

in on trying to keep the team

in the challenge for a Big 12

championship."

WEEKLY FAN POLL FEB. 8

Which player will be the biggest key to a late NCAA Tournament run?

- A. Denis Clemente
- B. Jacob Pullen
- C. Curtis Kelly
- D. Jamar Samuels

PREVIOUS RESULTS

Last week's results are not available due to Web site maintenance.

Vote online at kstate-collegian.com and check next Monday's issue for this week's results.



Patterson: Wildcats outplayed in loss to KU

Tyler Scott | COLLEGIAN

Even with the absence of KU senior guard Danielle McCray, the Wildcats could not sweep the Jayhawks this season. The crowd and home court advantage were behind the KU 70-60 win.

McCray was a late scratch from the lineup after tearing her ACL in practice on Thursday. Her last year as a Jayhawk might now be over, leaving her atop KU's all-time scoring list with more than 1,900 points.

The Sunday game was a challenge for the Wildcats. KU (14-7, 4-4 Big 12 Conference) was firing on all cylinders in the first half, while K-State (11-11, 3-5 Big 12) was sloppy and had trouble from the floor. McCray's replacement, freshman guard Monica Engelman, took advantage of the spotlight and finished with a career-high 16 points.

"Danielle is a tremendous player and her loss is going to be felt not only by Kansas, but throughout this league because of the amount of respect everyone has for what she brings to the floor," said K-State head coach Deb Patterson.

KU freshman forward Carolyn Davis had a double-double, etching in 14 points and 10 rebounds. KU outplayed the Wildcats in rebounds, 29 to 22.

Wildcat senior forward Ashley Sweat had only five first-half points and had a poor two-of-nine from the field. The Jayhawks led at halftime 36-26.

K-State was able to keep pace with the Jayhawks in the second half, cutting the lead several times. The Wildcats were only down by six at one point, but KU's lead continued to grow.

"In the second half we played even, but KU shot 60 percent from the floor," Patterson said. "We were outplayed today in the small phases of the game and in the physicality."

Sweat finished the game with 17 points, while freshman guard Brittany Chambers finished with 14.

K-State senior guard Kari Kincaid was not much of a factor for the team. Kincaid had five points on two-of-seven shooting. Freshman guard Mariah White was hurt late in the second half on defense and did not return.

Freshman guard Taelor Karr had another solid outing with 10 points and seven rebounds. She took seven shots with five being from 3-point range.

As a team, the Wildcats shot a below-average six free throw attempts,

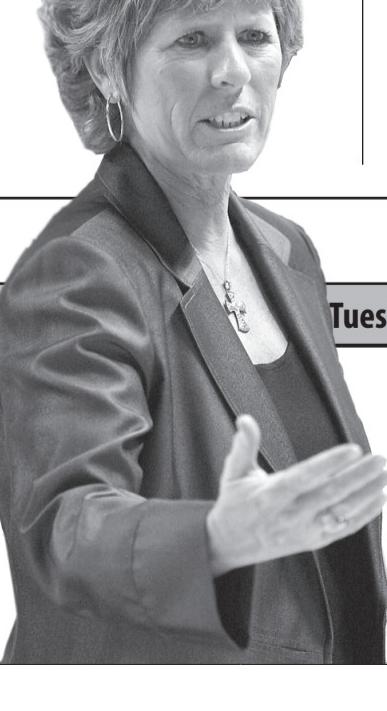
making only two of them.

"They had an opportunity to get to the foul line a lot because they had an aggressive disposition," Patterson said. "We did a better job of attempting to do that as a group in the second half, but it was just not enough."

On Wednesday, K-State plays the University of Missouri, a team the Wildcats beat 65-50 in Columbia, Mo., earlier this season. Tipoff is scheduled for 7 p.m. at Bramlage Coliseum.

K-STATE ATHLETIC SCHEDULE: FEB. 8 - FEB. 14

Tuesday	Wednesday	Thursday	Friday	Saturday	Saturday
	Women's Basketball vs. Missouri 7 p.m. Bramlage Coliseum (Live on FSN)		Track and Field Tyson Invitational TBA Fayetteville, Ark. Iowa State Classic TBA Ames, Iowa	Track and Field Tyson Invitational TBA Fayetteville, Ark. Iowa State Classic TBA Ames, Iowa	Mens' Basketball vs. Colorado 5 p.m. Bramlage Coliseum Women's Basketball vs. Texas A & M 7 p.m. College Station, Texas



Jonathan Knight | COLLEGIAN

K-State guard **Taelor Karr** shoots around two Colorado players during the first half of the Jan. 20 basketball game in Bramlage Coliseum.

WVU finalizes plans to fix unruly students' behavior

Tony Dobies

WEST VIRGINIA UNIVERSITY

The Mountaineer Maniacs are so serious about acting appropriately at tonight's West Virginia University men's basketball game against Villanova University that they practiced Sunday.

Maniacs Director Cassie Werner organized a "walkthrough" at the WVU Coliseum Sunday to test new strategies being enforced to try and curb the negative fan behavior taking place over the last five home games.

The most significant change will be the addition of 50 to 75 section leaders in the lower student section. Current Student Government Association members and those running for SGA office next year along with other Maniacs make up these leaders.

It is those leaders' jobs to try to curb some of the negative chants and cheering at Monday's game, Werner said.

"They're not there to be the student police or anything," Werner said. "They're just there to coordinate cheers and just encourage a good time."

In addition, the Maniacs sent out a survey to its members Friday morning asking for suggestions to improve fan behavior and atmosphere.

Werner said she received more than 500 replies in two days and spent the weekend reading them.

Recommendations include more organized, creative cheers and better enforcement of the alcohol policy.

The Maniacs sent out another e-mail this weekend asking for cheer ideas for Monday's game. The response has once again been strong, and Werner said she would like to do something similar for the remainder of the season.

Werner said the Maniacs will use some of these cheers against Villanova.

Instead of printing a normal Maniacs Musings newsletter, Werner said it will instead be a cheer chart explaining the new cheers and when to shout them. The Maniacs will also use a white board to communicate with the entire student section during the section.

"We need to know if we go up 15 points or if somebody on the other team turns over the ball, we have a cheer," Werner said. "A lot of the surveys said we pretty much only have 'Defense' and 'Let's

Go Mountaineers!'

Finally, the University, SGA and the Maniacs have worked together to develop what is called "Huggs' House Rules." The rules will explain expected conduct at basketball games for students. Werner said she expects those to be printed and ready for tonight's game.

"A lot of students want to know what is acceptable and what isn't," Werner said. "We've been working with the administration on that."

Werner said she expects to send all survey results to the administration.

After discussions late last week and throughout the weekend, the university will implement its own alterations to improve fan behavior tonight. Additional video cameras will be in place to catch any fan throwing items or exhibiting other illegal behaviors. Extra security at the gates and in the student section will also be implemented tonight. The no-alcohol policy will also be enforced.

If a fan is caught throwing items onto the court, it will result in immediate removal and could involve sanctions, including revocation of athletic privileges for students and ticket holders, among other consequences, said WVU Vice President for Communication Becky Lofstead.

Those punishments could go as far as expulsion, she added.

In addition, fans who see negative behavior can text AID to 94597 for assistance.

WVU head coach Bob Huggins is also expected to talk to students about in-game fan behavior. Werner heard Huggins would talk to students waiting in line outside the Coliseum prior to the game.

The university apologized Thursday evening for actions from last Wednesday's game against the University of Pittsburgh.

During that game, students threw items onto the court at a point in the second half. Later in the game, a fan hit a Pitt assistant coach with a quarter in the face, causing WVU to be whistled for a technical foul.

WVU President James P. Clements called those actions "boorish and unruly behavior," Huggins called them "stupid" and WVU Vice President of Student Affairs Ken Gray said the University is enforcing a "zero-tolerance phase."

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~ K-State Office of Assessment

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FREE SAMPLE!

Students use YouTube in college applications

Jon Cheng

TUFTS UNIVERSITY

In recent years, the Tufts University's admissions department has allowed supplemental essays to the Common App in which potential Jumbos write about everything from whether or not they agree with Kermit the Frog's statement "It's not easy being green," to answering the question of "Are we alone?" This year, however, the admissions committee made the application even more unique.

For the prospective Class of 2014, Tufts' Office of Undergraduate Admissions decided to offer applicants the opportunity to direct or produce their own YouTube.com video as part of an optional supplement to two required short essays.

The video is an alternative to choosing one of seven other optional essay topics. While the content of the video is up to the applicant, the admissions committee suggests the applicant create a video – capped at about one minute – that says something about the applicant.

Dean of Undergraduate Admissions Lee Coffin said that the admissions committee added the video option as a means to assess creativity and to offer students a nonverbal opportunity to tell their stories. The committee believed that a popular teen video platform like YouTube would be a good starting point.

"[It] seemed like an interesting way to gather new perspectives on our deep and talented pool of applicants," Coffin said. "And it has been – applicants have used the video option in all sorts of creative ways and, like the unexpected following they have spawned in YouTube, the admissions officers are enjoying this new part of our supplemental application."

Coffin added that most of the videos the admissions committee has seen helped the students' applications by complementing what the admissions officers learned about them on paper.

"The videos have been funny and poignant and goofy and insightful," Coffin said.

Ripley Swan, a high school senior from Brunswick, Maine, created a video that showcased his talents and various hobbies, including his interest in filmmaking and inventing his own devices. His YouTube video featured the creation of an underwater glass cube to house a video camera, steady cam inventions and camera-tracking devices.

Swan said that he was drawn to the video option because filmmaking is his main hobby.

"It ... just made sense for me to take this extra opportunity to show Tufts who I am," Swan said. "Given my interest in film, I would be able to put something together that would really demonstrate what I had attempted to describe in words in the other parts of my application."

Swan's efforts paid off. In addition to being a part of his Early Decision acceptance to Tufts, his video is now the most viewed – with more than 3,300 hits to date – among the YouTube submissions from the applicants for the Class of 2014.

"While it's way too early to judge, the potential is intriguing," Thurler said.

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New York Times to charge for viewing Web site

Irving DeJohn | UNIVERSITY AT ALBANY, SUNY

We will soon be paying the piper for more than a decade of free performances: The New York Times announced last week it will begin charging to view its online content in 2011.

Unlike when governments and corporations try to reach into the collective pocket of consumers, it's next to impossible to call this greed based.

The print news industry as a whole is malnourished. When a human being is deprived of food, it begins feasting on the fat and energy it has stored up, but that can only last so long. The Times, much like many publications across the country, has been chipping away at its collective stored fat, downsizing and laying off as the transition away from print continues.

The Kaiser Family Foundation's study "Generation M2: Media in the Lives of 8- to 18-year-olds" found that throughout a typical day, people in this age range consume an average of 7 hours and 38 minutes a day across mediums such as TV, computers, video games, music, print and cell phones. Con-

sumption increased for all these categories except for, you guessed it, print.

This is the new generation of news consumers, and they're insatiable. For any media organization to succeed it has to whet the collective appetite, and the print product is looking as appetizing to consumers as Brussels sprouts.

With unemployment hovering around 10 percent and the economy in the proverbial toilet, forcing people to pay for something they are conditioned to know as free is no enviable task. Unlike the "too big to fail banks," there's no stimulus package for this cornerstone of information.

The details of the plan released on the Times' Media Decoder blog and in subsequent articles were reasonable and addressed some of the main concerns of the casual reader.

Under the plan, if you already have a home subscription, you get free Web site access. Otherwise, you'll have to pay for access after a certain amount of page visits.

The Times is still heavily leveraging the print product, but letting its Web presence be

compromised by something people are gravitating away from makes very little sense.

"We can't get this halfway right or three-quarters of the way right. We have to get this really, really right," said Times Company chairman Arthur Sulzberger Jr. in the paper's article announcing the change.

Other intermingling of Internet and payment plans have been attempted and abandoned. Times Select, a previous payment model, was abandoned "because search was becoming a bigger factor and advertising was more robust," according to a recent post by executive editors on the Media Decoder blog.

Sulzberger Jr.'s deliberate approach with this new plan isn't in the spirit of the Internet, and it's where the plan falls apart. I applaud Sulzberger Jr. standing up for the financial well-being of an American institution, but the timing is all wrong.

Do the executives at the New York Times honestly believe that with how rapidly technology changes, especially online, that the Internet ecosystem they are planning for now will be the same in a year?

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